

# Let's Go to a **SUPERMARKET**





7 100  
5-8-94  
MEM

From the collection of the

o Prelinger  
v Library

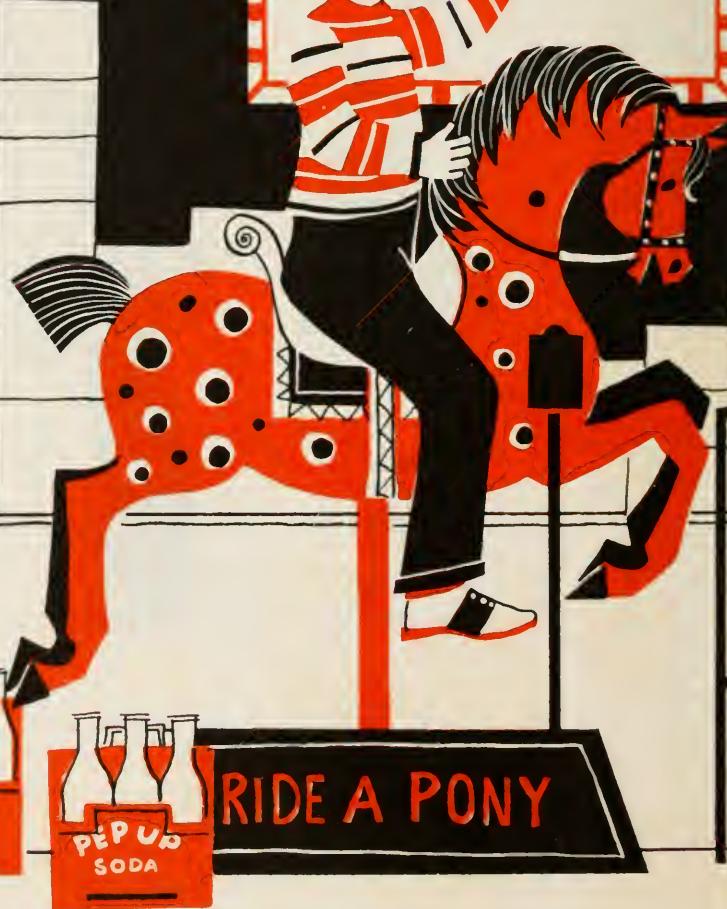
San Francisco, California  
2008





LET'S GO TO A

SUPER-  
MARKET



LET'S GO TO A

# SUPERMARKET

written by

J. M. GOODSPEED

illustrated by

RUTH VAN SCIVER

G. P. PUTNAM'S SONS

NEW YORK



The author and artist wish to thank the A. and P.  
Food Stores for their help in the preparation of this book.



Text © 1958 by J. M. Goodspeed, Illustrations © 1958 by Ruth Van Sciver  
Library of Congress Catalog Card Number: 58-7447

MANUFACTURED IN THE UNITED STATES OF AMERICA

Published simultaneously in the Dominion of Canada by  
Longmans, Green and Company, Toronto

# FOOD MART



A supermarket is a large store where you help yourself to most of the things you want to buy. A supermarket carries many kinds of products. They are kept on shelves or in cases. You walk around between the rows of shelves picking out all the things that you need.

WE GIVE RED STAMPS

SALE  
TENDER-SWEET-FRESH

DAIR  
EGGS  
EGGS  
BUTTE  
MARG  
VELVE



As you walk up to the entrance of the supermarket, you see bright-colored signs pasted on the huge front windows. These signs are to tell you about all the bargains that you can find in the store. Some products have a "bargain price," which means that you can save money by buying those items that day. The store may be selling a certain product for less money if you buy more than one. For example, two cans of pears may be 39¢ although one can costs 20¢. Or the bargain may be on a single item. For instance, one can of beets usually costs 12¢, but today it costs only 10¢.

Let's go into the supermarket and look behind the shelves and counters. We will see the men and women who work in the store to help make your shopping and eating easy and interesting.

IT PAYSTO SHOP

## FOOD MART

CHICKEN PIE 4 lbs 99¢  
FILLET FLOUNDER 1 lb 63¢  
CHUCK ROAST 10 lbs 49¢  
ARM ROAST 65¢  
CHICKEN CHOPS

CHEESE  
SALTINE  
PEACH H  
CAKE 1 lb

# BARGAIN PRICES

SAVE

## TODAY ONLY

### PEARS

2 CANS

### BEETS

1 CAN

### DOG FOOD

5¢

5¢

# LOWEST PR

YUMS

COOKIES

COO

YUMS

YUMS

COOKIES

PEP UP  
SODA

PEP UP  
SODA



As you enter the supermarket, you see that some of the doors say "In" on them and the other ones say "Out." The minute you go through one of the "In" doors, you see the wire carts. These pushcarts make your shopping easier. You do not have to carry your mother's packages for her. All you have to do is to put them in the cart and push the cart around the store.



On the back of the cart is a wire flap that hangs down. Your mother raises this flap and hooks it on the side to make a seat. Then she puts your little brother or sister on the seat, and off she goes for her groceries. She takes out her shopping list to remind her of all the items she wants to buy. When you are at the supermarket, you and your family may buy food for a week or even for a longer time.



A big supermarket has about 200 carts to help its customers shop. The carts fold into each other to keep them from taking up too much room in the front of the store. The back part of the cart swings in so that the nose of one cart can move right into the back of another cart.

Before you start your shopping, you may wish to return some empty bottles to the store. There is a special place just for returning empty bottles. You take your bottles up to the clerk who is standing behind a counter. You will see him count the bottles and then turn to press some buttons on the cash register machine. He gives you a little slip of paper that shows the amount of money you may collect on the bottles. You put this slip away until the rest of your shopping is done.



RETURN  
EMPTY BOTTLES  
HERE



Through a square hole in the floor, you may see a small track leading down under the main floor. The track is about a foot wide and has small curved metal shelves. These shelves are about one foot apart all the way down the track. The clerk places two or three bottles on one of the shelves and starts the motor. The track begins to move downward. As the track moves and takes away one shelf of bottles, another shelf comes into the opening and more bottles are put on. The bottles ride down the track and are dumped at the bottom onto a wide flat belt. This belt rolls them into a big round metal tub. There is a thick rubber flap at the end of the belt that slows the bottles and lets them drop into the tub one at a time.





When the tub is full, a clerk must empty it. He counts the bottles and sorts out the different kinds.

# PRODUCE





After you have returned your empty bottles, you are ready to start loading up your cart with new items.

In front of you are rows and rows of shelves and cabinets of food. When you visit different supermarkets, you will see that the foods are not placed in the same order. Over the top of each counter is a large sign which tells you what is on the shelves underneath.

# WEIGHING STATION

DO YOU AGREE  
"YOU NEVER  
HAD IT SO FRESH"

PLEASE TAKE A CARD  
AND LET US KNOW IF  
YOUR PRODUCE FROM  
FOOD MART IS NOT  
FRESH  
SAMUEL MR. ELLIOT  
IN CHARGE OF PRODUCE

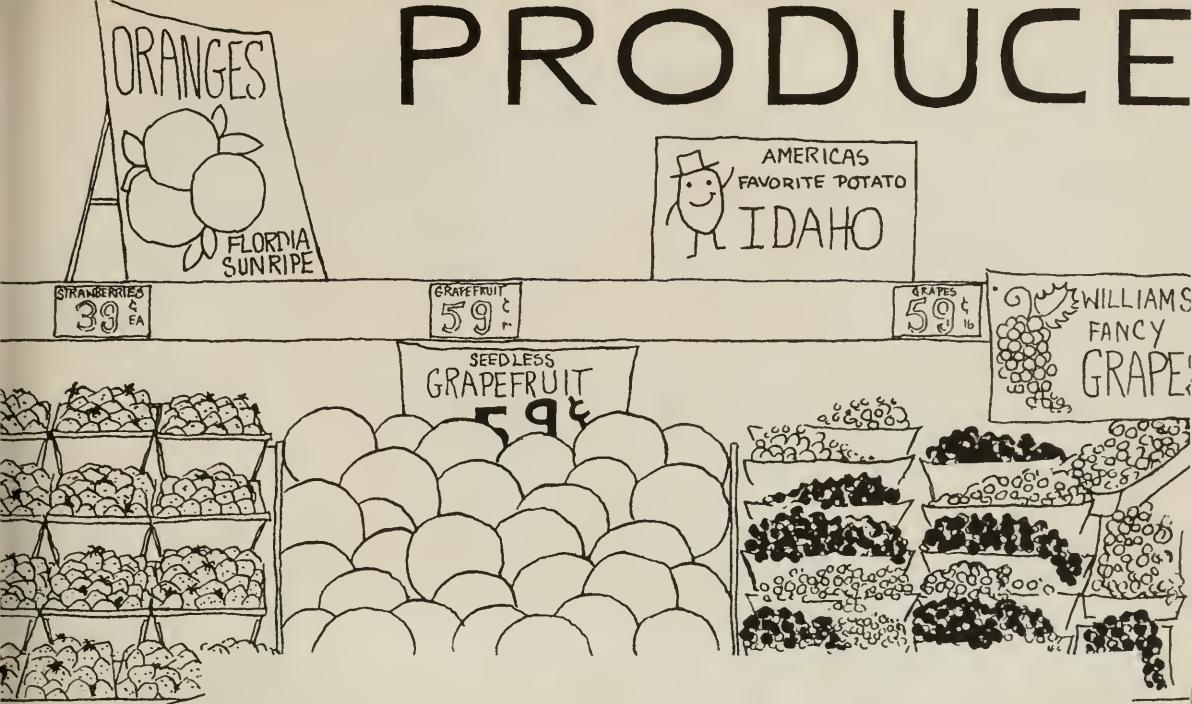
ORANGES  
6 65¢

PINEAPPLES  
39¢  
EA

OLDEN RIPE  
BANANAS



# PRODUCE



As you walk around, you see the fresh vegetables and fruits called "produce" along the side of the wall. This means that only one side of the counter is showing to the customers. A clerk stands near the produce counter ready to weigh whatever you put in a bag. He closes the bag and writes the price on it. Tomatoes, lettuce, carrots, spinach, oranges, apples, pineapples and all the other kinds of fruits and vegetables are piled here.



If it is possible, the store buys all its fruits and vegetables from the farmers who live nearby. For example, when tomatoes are "in season" they are bought from local farms. In season means the time of the year when the fruits or vegetables ripen in the sun and are



ready to eat. When tomatoes are not in season, they are brought in by trains and by big trucks. They come from the states where it is warm enough to grow fruits and vegetables all year round.

The supermarket buys fruits and vegetables from all over the world. They also buy foods that sometimes come from other countries, such as whale meat, sardines, sugar, and coffee.





The store usually buys about a week's supply of the fruits and vegetables that they call "hardware." Hardware is food such as potatoes, apples, oranges, grapefruit, and onions. It is called this because it does not have to be kept in a refrigerator at night, and it does not spoil quickly. Some of each of the hardware is left right on the counter overnight. A large supply of it is kept in wooden boxes and crates in a storeroom in the back part of the store.

On the opposite side of the store from the produce are the refrigerated cases. Here, as you see, are all the dairy products such as milk, butter, eggs, and ice cream. The frozen foods are kept in their own cases. These cases are kept cold by electricity. They are often along a wall because the electrical outlets are usually in the wall.



All the cases that are used for dairy products, meat, frozen foods, and fruits and vegetables have extra storage space underneath them.

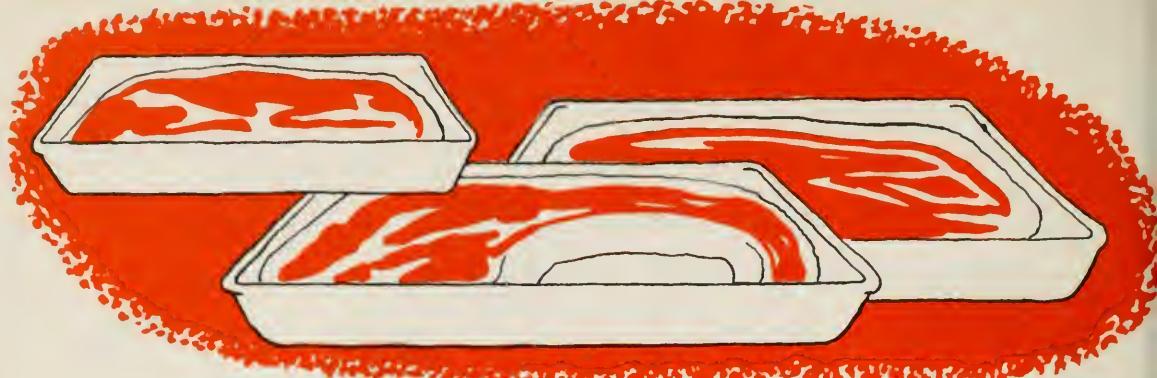


In the back of the store you see the meat department. The meat cases are also kept cold to protect the products. They are filled with every kind and every cut of meat you can think of. Behind the cases you will see the men and women preparing the meat for you to buy.





In a long, chilled room in the back of the store, behind the storeroom wall, the butchers are cutting the meat. There are great big pieces of meat hanging from the ceiling in this room. There is half a steer, a pig, and a lamb. The butcher cuts these up to make chops and roasts and all the cuts of meat that your family likes.

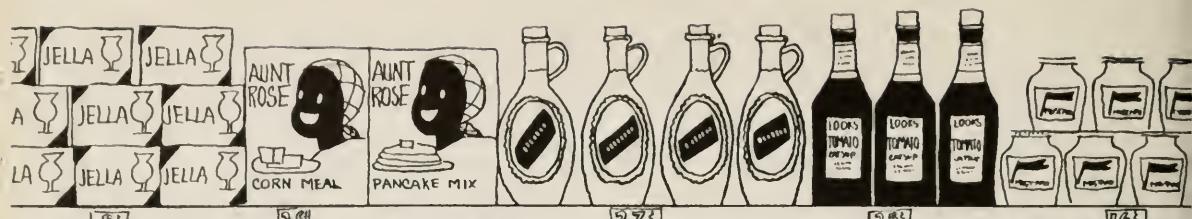


After the meat is cut, it is sent out to the counter where it is divided up and put in paper containers. These containers have a bottom and four shallow sides but no top.

A big machine stands against the wall. The paper cartons of meat are wrapped in clear cellophane by this machine. The cellophane is pasted together at the ends. The clerk behind the meat counter sets the machine for the kind of meat, and for the price per pound. Then the machine weighs the package and figures out the total cost. After that, the machine stamps a ticket to be put on the package. The ticket tells the kind of meat, the weight, the cost per pound, and the total price.

As the packages of meat come off the machine, the clerk puts them in the cool showcases for the customers to see. If you want a special cut of meat, such as an extra thick steak, you can ask one of the clerks for it.





In the center part of the store are rows and rows of show shelves. On these shelves are all the other items that you could possibly want to buy. Here you will see all the canned foods, the seasonings, the boxed foods, and the packaged foods. In some stores the canned foods are arranged one on top of the other, on their sides. The cans are held in place by a special



frame which keeps the cans from rolling off the shelf. As you pull out one can from the bottom, another one drops down in its place, ready for the next customer.

Don't be surprised to find shelves with such things as brooms, mops, kitchen gadgets, house plants, and dishes. The supermarket tries to carry all the items that the housewife will need.

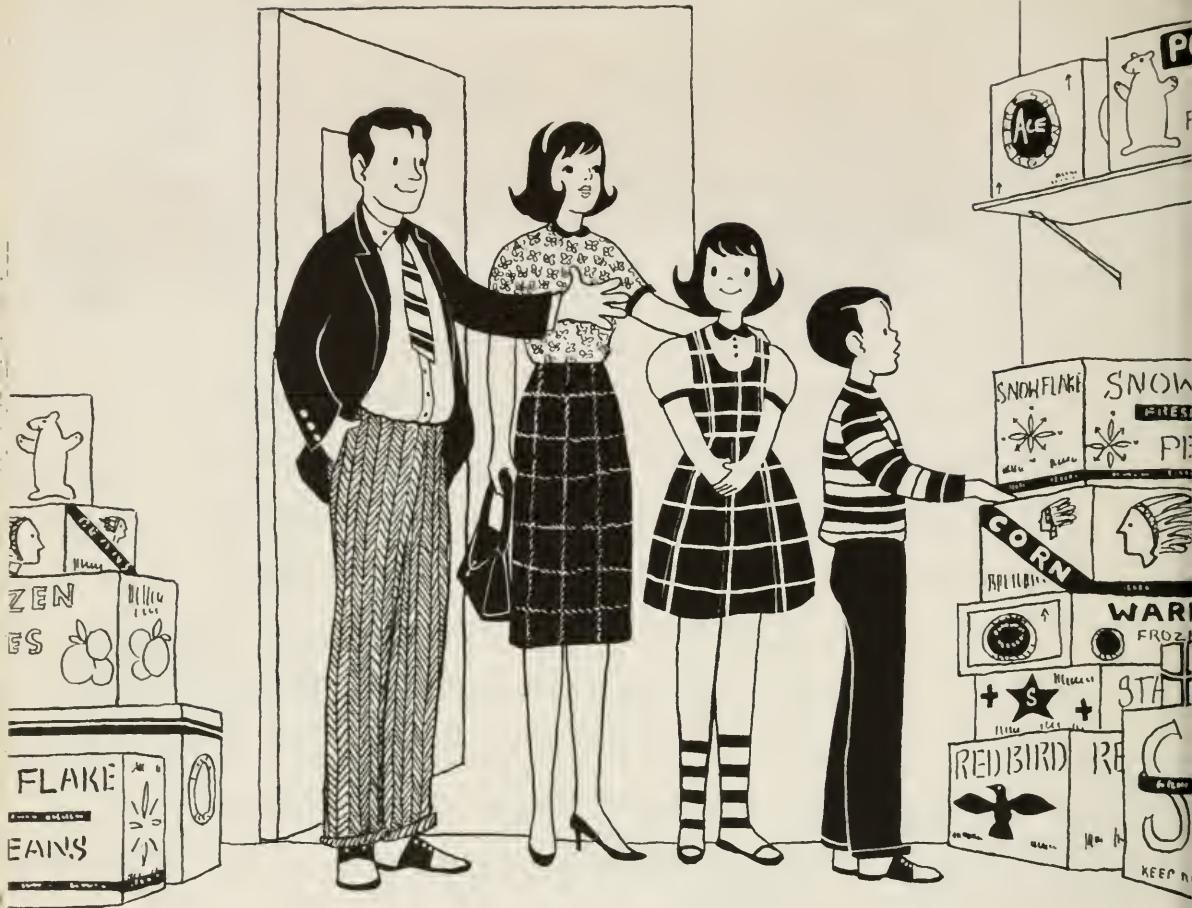
Every item in the supermarket has the price stamped on it. This is done by a man called the price marker. He works in the basement or out in back of the store, wherever the products are unloaded and unpacked. He opens each carton of cans, or boxes. He stamps the correct price on the top of each can and on the top of each box.





The location of the unloading platform and the storage room depends on the shape and size of the store. The trucks usually back up to a platform and unload in the rear if there is lots of parking space. The storage rooms are in the rear, too, and the products are taken right from the truck to the storage room. If it is a city supermarket, the trucks may need to unload in the street. There is a trap door in the sidewalk that opens up. A big slide goes down to the cellar underneath the store.

The delivery men drop the cartons down the slide to someone waiting at the bottom. This man puts the cartons on another slide which takes them to the spot in the cellar where that kind of product is stored.



In the storage rooms are big walk-in coolers. You will be very cold when you walk into one of these huge metal boxes. A quick look and you will see such things as cartons of frozen foods. In others, you will find cartons of packaged cheese, or large whole cheeses. One

of the many coolers has crates in which there are wooden boxes of chickens that are packed in ice, but *not* frozen. They are kept just cold enough to stay fresh and good.

Each kind of food is kept in a place of its own so that the head of the stock room knows where everything is and how much of everything he has.

In this back storeroom there is also a huge metal box. This box is as big as a small room and large enough for several people to stand in. This is one of the large refrigerators used for storing different foods. "Perishable" vegetables, such as lettuce, tomatoes, parsley, and spinach, spoil quickly. They are bought every day and are kept in this refrigerator during the night. This refrigerator is not as cold as some of the other walk-in coolers.



The floors of the store are cleaned every night. The cases and windows are washed often so they will always be sparkling. As the shelves and cases of food are restocked, they are dusted and washed by the stockmen.





You have been in the "coolers," behind the meat shop, and in the storage room. You have collected a cart full of groceries as you walked by each counter. There is only one thing left for you to do - pay for your purchases. Back through the store you go, pushing the cart slowly between the rows and steering carefully.



The cash registers and check-out counters are at the front of the store, right near where you came in. In many stores there are check-out counters that move; that is, the top of the counter moves. You put all your groceries on the end of the counter. When the clerk is ready for you, he presses a button and the top of the



counter moves along to take your groceries up to him. Then the person behind you in line can start taking her groceries out of her cart and put them on the end of the counter.

The clerk stands behind the counter and in front of the cash register. You would probably love to push all the buttons on the front of this machine. There are some that are red with white numbers on them and some that are white with black numbers.



There are two drawers in the cash register – an A drawer and a B drawer. The two drawers are for the two people who work at each counter – the regular clerk and the clerk who takes over at lunchtime. Each of these clerks has his own cash drawer. Each clerk is responsible for the money put in and taken out of his drawer.



There is a list stuck onto the top of the register that tells the prices of all the "specials" or products that are on sale. This list also shows the price of products that cannot be marked because the price depends on size or appearance. An example is a head of lettuce. The list shows, too, the items on which you pay tax. In some parts of this country, for example, you pay a tax on paper napkins.

As the clerk rings up each item on the cash register, a slip of paper pops out of the cash register with the price printed on it. Then the total is rung up and printed on the ticket. The total also pops up in white letters on the top of the register.





You hand in your ticket and get the money that is coming to you on your returned bottles. In some stores, the clerk subtracts the bottle money from your bill. Then you pay for your groceries.

While you are paying, a clerk called a packer puts your groceries in big paper bags or in cardboard cartons. Your mother or father or a clerk will carry the bundle outside for you. In some stores, the bundles are put back in your shopping cart. Then you can wheel your cart outside to the parking lot.

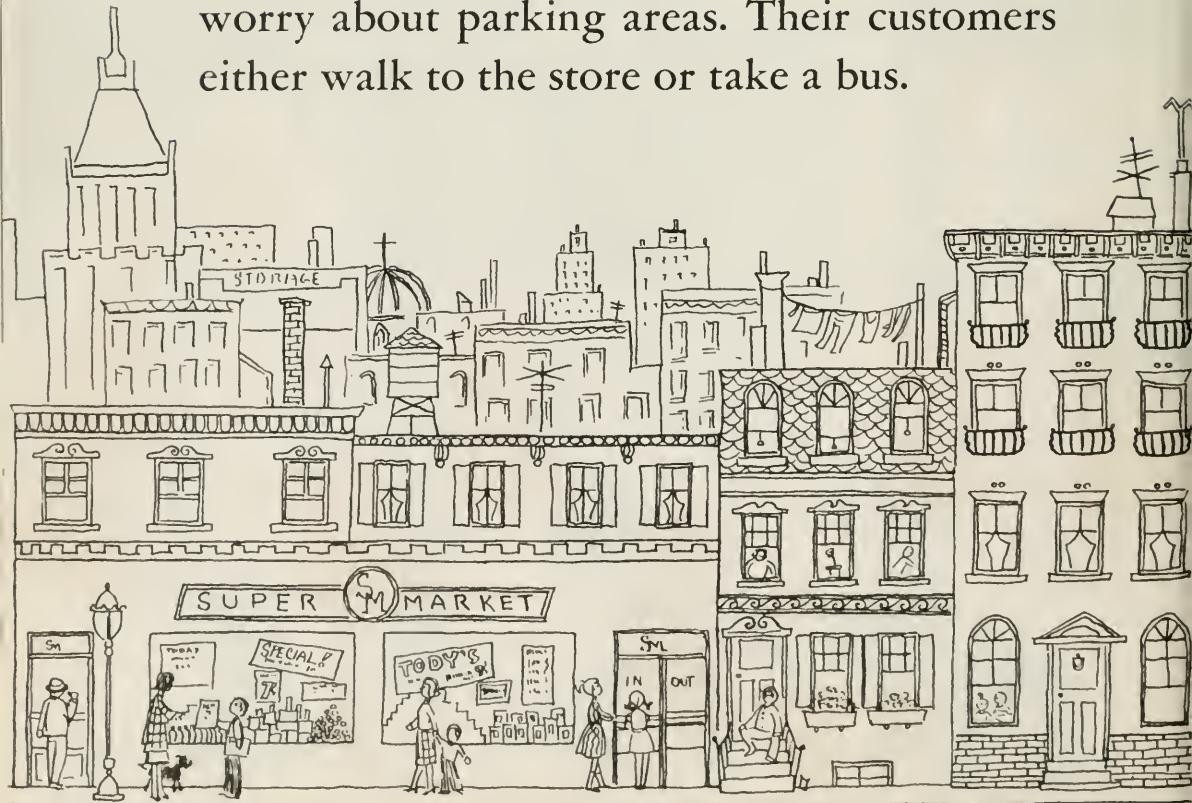


The exit door sometimes has a "magic eye" and as you near it, the door swings out and opens all by itself. If there is no one to push open the door for the person who is carrying the groceries, it is very helpful for the door to open by itself.



Today, since most people drive to do their shopping, the store must have parking space. It is easier for the store to have a parking area when it is not built in the middle of a town or on a busy street. Many supermarkets today are in the suburbs, away from the crowded parts of the town.

But there are many big supermarkets right in the center of big cities. These stores do not worry about parking areas. Their customers either walk to the store or take a bus.



# FOOD MART



On your way home, you think about all the people who help feed you – the farmer, the trucker, the deliverymen, the storeroom men, and the clerks. All of them working together fill the shelves of your supermarket.

GLOS

Bottle machine—collects empty bottles.

Cash register—machine that totals the bill and holds the money.

Checker—person who works the cash register.

Crates—wooden boxes.

Dairy products—milk, butter, eggs, ice cream, cream, sour cream, cheese.

Freezer—a small room that is kept cold and used for storage.

Hardware—vegetables and fruit that will not spoil overnight without refrigeration.

In season—the time of year a vegetable or fruit ripens.

ARY



Packer—person who puts your groceries in a bag or a box for you.

Perishable—a food that will spoil or rot quickly.

Pricer—machine that weighs and marks the price on meat packages.

Price marker—man who stamps prices on many store items.

Produce—vegetables and fruit.

Stockman—a clerk who keeps a supply of food on the shelves.

Walk-in coolers—large metal boxes that are very cold.











